

RJ Reynolds

Tobacco Company

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To: The Albany Division Retail Representatives

Re: STRIVE FOR THIRTY-FIVE

As we discussed at our recent meetings you all have done an outstanding job of working at insuring 100% monthly and quarterly coverage. We must now continue to build upon that success and work towards achieving our 8 calls per day goal.

Striving for thirty-five calls per week would allow us to make our 8 calls per day goal but we should actually look at the total gross calls for the month for a more accurate measure. Below are the gross monthly calls needed to achieve 7 and 8 calls per day for a 4 and 5 week month.

4 WEEK MONTH

120 gross calls = 7 calls per day

140 gross calls = 8 calls per day

5 WEEK MONTH

150 gross calls = 7 calls per day

175 gross calls = 8 calls per day

Let's remember that this is a goal and that our primary accountability is to address the 3 P's in each and every call we make. With recent changes and the future changes to come (elimination of draftbooks, DSD, new contracts) to the way we work will assist us in our efforts to achieve our goal. This is a balancing act and a major part is your consistent planning efforts to stay ahead of the curve. Things will happen that will pull us away from our plan but as long as we stay focused we will achieve our goals.

Thank you all for your fine efforts.

Sincerely,

Charlie

C. H. Norris

cc: S. R. MacLeod

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